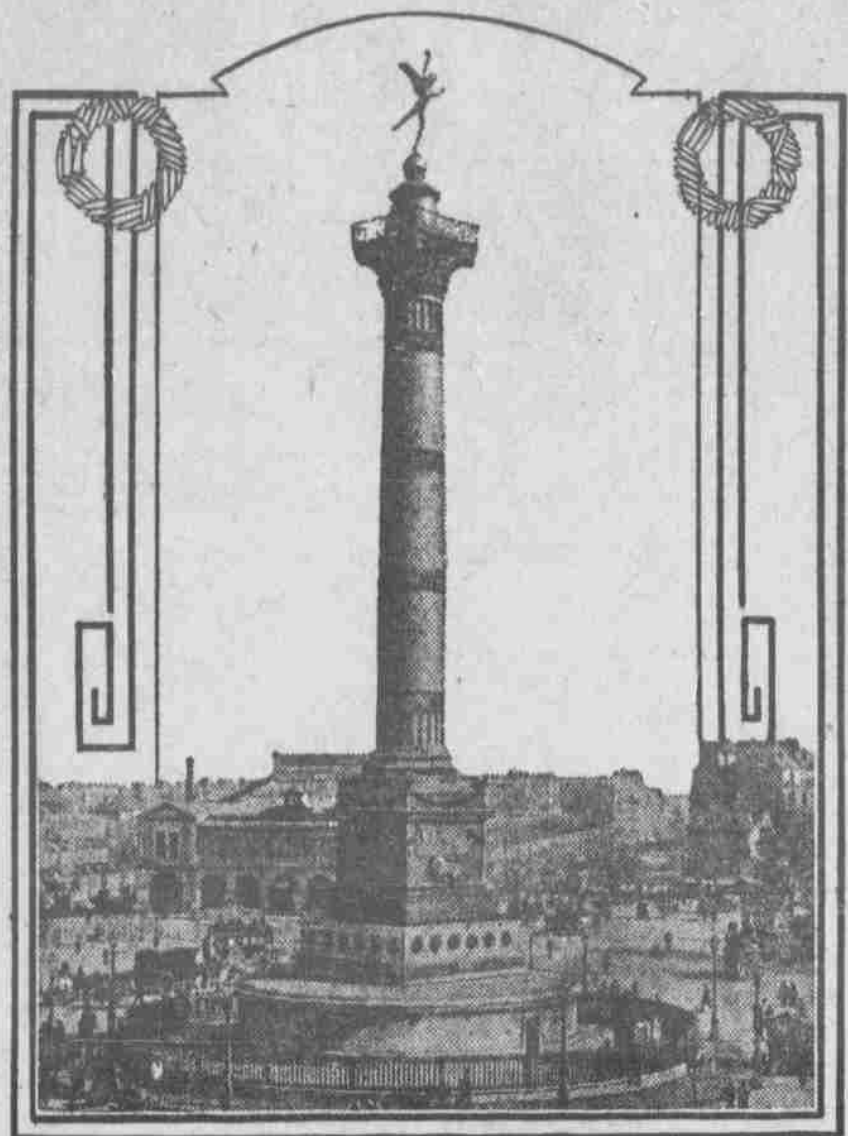


Trade Inviters in Paris



COLUMB OF JULY

NOT far away is the famous restaurant of the Smoking Dog, whose dingy portrait is easily overlooked in its decadence.

In this section, too, if you search long and faithfully or are lucky at the start, you will find another of the hanging signs over ancient taverns. It is a bunch of grapes, gilded and worn away, suspended over the sidewalk on an ornamental iron bracket.

These are survivals from a time long forgotten, but modern Paris has delightful parallels. Nor are they entirely devoid of historic interest of their own, for the cafe on the Place de la Bastille known as "The Cannon of the Bastille" has historic associations surely. Even the great tin cannon which surmounts its glass covered terrace is the replica of one used by the populace in storming the Bastille, and the waiter will assure you the original stood on this very spot. Across the broad square is another cafe, with a soldier trumpeter at parade painted life size on a sheet of tin. It is less romantic in connection, but the cafe beneath it is dingy and replete with suggestions at least of revolutions.

And speaking of revolutions, what can tell a more romantic history than the washerwoman's signs of Paris? Painted on tin and crudely finished, to be sure, still they are nothing less than the tricolor of France, the standard of the republic. What a story it is that the national ensign, as jealously guarded as the stars and stripes, should serve as a trade sign for the laundries! But remember the story of the revolution and the meetings in laundry shops at night and remember Mme. Sans Gene, the washerwoman who became a princess—was it not? In Paris one can never pass under that stiff tin draped flag, usually sadly faded, and glance at the tolling women inside the windows without remembering the pranks of the royal laundress and understanding the flag.

The fashion of hanging signs in Paris depends largely on the quarter of the city, and in some proud sections there are no tin flags over the laundries and no strips of red cloth swung to the breeze at each end of the dye shops. But in no single section of the capital is missing the sign of the barbers.

Parisian ideas of mercantile advertising go back to the middle ages, when there were no show windows and no reading public and the height of progressiveness was expressed in a golden symbol of the tradesman hung outside the house wherein he lived and traded.

In Paris' Busy Center. The hanging shop sign has a cold efficiency about it after all. It tells all that needs to be known. It serves another purpose also—the preservation of the atmosphere of the picturesque.

In the old streets you can find many of the ancient signs yet and some modern examples besides. The really old signs are few and far between, but walks in the historic quarters bring you to them and warm your heart with their sight.

You are sure to hunt first for the old tavern signs, which you hope to find still swinging over dingy cafes, and if you are lucky you will find half a dozen in all Paris. Over in the Marais, the aristocratic quarter of two centuries ago, you will find most of those left. At one little corner, for instance, is the sign of "The Armed Man" crudely executed in cast iron, the man in full armor sitting astride a cannon of historic type. About him twist iron vines and leaves, giving him true artistic company in his untiring invitation to you to come and drink the excellent wine within.

Nearer the heart of things and swept by the currents of the busiest center of Paris, the Halles, or public markets, is another sign you can find easily, though it, too, is fast against the trans-

om space above the door. It would seem at first glance to have been a church piece, but it is only a manifestation of the religious feeling of the first proprietor, who placed on the iron grating a holy infant with shepherd's crook and a sheep or two dully gilded to this day.

It is the barbers who use the golden balls as a sign here, golden balls with a magnificent switch of horsehair hanging down below and swinging merrily to the breeze. The reason for the horsehair is obvious, but you will likely puzzle long over the golden ball until you notice that some barbers do not use the ball but instead a queerly shaped, almost flat piece of brass, which in time you decide must be the barber's bowl. The ball was more decorative than the bowl.

The jewelers of Paris hang out clocks as in America, but not one in a hundred of them runs. In Paris, too, the jeweler's little brother, the optician, hangs out a pair of spectacles as in America. But here this sign is quite conventionalized, the rim of the glasses, the bridgepiece and all being made of brass tubing an inch thick and the two eyepieces are of red and blue glass.

In the good old days thoughtful American tobaccoists used to provide wooden Indians for small boys to wheel away on Hallowe'en night, but the tobacco trust eliminated that charity. How the dissolution of that organization has effected the wooden Indian business none of the American periodicals which reach Paris has taken the trouble to say. Here the sign of the tobacco stores is a conventionalized red cigar, the result of placing two equal cones of tin base to base. This sign is at once the trade sign of Paris, for, the sale of tobacco being a government monopoly, tobacco stores are few and far between and, as one American here remarked, "The sight of one of those red tin cigars is as inspiring as a swinging latticed door in the waste of a high license town on a summer afternoon."

In Front of the Hat Store. The old fashioned hatters of Paris cling faithfully to a sidewalk sign in the form of the glowing curves of the high hat of a century ago. This article of gent's furnishings, painted bright red, with a yellow band and a yellow cockade, is to be found everywhere in Paris, the only variation being the red palmer's hat of the clergy supply houses and attempts of modern establishments to replace it with models of ugly up to date derbies of colossal size.

Another modernization is seen now and then in the way of bootmakers' signs. The conventional old style sign is a carved and gilded wooden boot of classic lines. The modern travesty is an up to the minute American shoe of the brogan type, also of carved wood or papier mache perhaps, gilded till it shines again.

Glove stores and haberdashers and notion shops generally announce their business by means of giant gloves suspended over their doors. These signs, like all the rest, are either attached to the signs directly over the doors or are suspended from iron supports extending from the second story wall. Umbrella stores hang out tin umbrellas, usually opened and painted red. Immense gold scissors announce cutlery stores, and giant pincers, overgrown planes and the druggists' mortar and pestle advertise their obvious trades.

Paint stores hang out palettes with brushes stuck through the thumb holes or merely squares of sheet iron painted diagonally with bars of brilliant colors. Florists hang out a dilapidated gilded wreath and the thousands of locksmiths are known by immense golden keys. Usually the keys are of the typical French sort, which feel quite as bulky as the signs look to be, but the modern touch is found here, too, for some hang out keys of the flat.

German Farmer Good Business Man. Under a seemingly generous offer of hospitality, a North German farmer has managed to include a good stroke of business for himself. In a Hanover paper recently appeared an advertisement that from fifteen to twenty women and girls (not under twelve years of age) who needed recuperation could have free board and lodging on a country estate. But in exchange they would be required to pick peas from eight to ten hours daily. Industrious pickers might also be paid cash for their labor.

RED, ROUGH HANDS MADE SOFT AND WHITE

For red, rough, chapped and bleeding hands, dry, fissured, itching, burning palms, and painful finger-ends, with shapeless nails, a one-night Cuticura treatment works wonders. Directions: Soak the hands, on retiring, in hot water and Cuticura Soap. Dry, anoint with Cuticura Ointment, and wear soft bandages or old, loose gloves during the night. These pure, sweet and gentle emollients preserve the hands, prevent redness, roughness and chapping, and impart in a single night that velvety softness and whiteness so much desired by women. For those whose occupations tend to injure the hands, Cuticura Soap and Cuticura Ointment are wonderful.

Cuticura Soap and Ointment sold throughout the world. Sample of each free, with 32-p. Skin Book. Address post-card "Cuticura, Dept. L, Boston."

California Woman's Good Shot. While walking through the woods near Cohasset, Mrs. W. H. Pillsbury of Chico shot a large brown bear that measured six feet from tip to tip.

Mr. and Mrs. Pillsbury were walking from their summer home near Cohasset to the "Promontory," a high point from which an excellent view of the whole valley can be had. Mrs. Pillsbury had a 30-30 carbine. Suddenly she saw a large bear coming down the hill about forty yards away. "It's a bear, shall I shoot it?" she shouted to her husband. Pillsbury answered in the affirmative and his wife asked, "Where shall I shoot him?" "In the head," came the answer. With deliberate aim the woman fired, hitting the animal square in the right eye, killing him instantly. The hide weighed seventy pounds and the weight of the carcass was estimated at 300 pounds.—Chico Cor. San Francisco Chronicle.

His Weapon. "Did you see where an escaping malarious somewhere struck down his pursuer with a cake of soap?" "Then I suppose he made a clean getaway."

But a really clever woman is too clever to show it.

Cold Blooded and Death Dealing CHILLS. Cheatham's Chill Tonic is the only medicine which has entirely cured me of chills. After spending a great deal of money for several years to get cured, I bought and used your Cheatham's Chill Tonic which cured me and also two of my children. I recommend it to all as the best Chill Tonic I ever saw, says Mr. T. J. House of Bulcher, Texas. Guaranteed to cure malaria or price promptly refunded. All dealers sell in 50c bottles. Mfd. by A. B. Richards Medicine Company, Sherman, Texas.

Child's Popularity Explained. A winning lottery ticket of \$100,000, in connection with the Nobles Bank was recently presented for payment at the State Bank in St. Petersburg, and it now transpires that the owner is an eight-year-old orphan, an inmate of the orphanage at Pskoff. The lottery ticket was her sole possession. Her relatives have hitherto done nothing for the child, but when the news of her good fortune became known they were one and all eager to adopt her. The authorities have placed her in the charge of an arch-priest, a distant connection of her father.

To prevent Malaria is far better than to cure it. In malarial countries take a dose of OXIDINE regularly once each week and save yourself from Chills and Fever and other malarial troubles.

The Love In Fiction and Life. A periodical devoted to the drama pleads for plays based on some emotion other than love. The difficulty in producing such plays is that every play must have a hero, and in making a hero the playwright, as well as his audience, almost inevitably adopts the view expressed 2,000 years ago by a scribbler of the dead walls of Pompeii: "He who has never loved a woman is not a gentleman."

As a summer tonic there is no medicine that quite compares with OXIDINE. It not only builds up the system, but taken regularly, prevents Malaria. Regular or tasteless formula at Druggists.

The Likeness. "This free pulling of teeth has some features in common with big social functions." "What are they?" "Charity bawls."

Mrs. Winslow's Soothing Syrup for Children teething, softens the gums, reduces inflammation, allays pain, cures wind colic, etc. a bottle.

If you would win life's battle you must be a hard hitter and a poor quitter.

Adulation Pleased Rousseau. Rousseau, whose bicentenary celebration occasioned a riot in Paris the other day, created a sensation when he visited England in 1766, "Rousseau and his Armenian dress," wrote Lord Charlemont, "were followed by crowds when he first arrived in London, and as long as this species of admiration lasted he was contented and happy. Garrick not only gave a supper in his honor, but played two characters specially to please him. Rousseau was highly gratified, but Mrs. Garrick declared that she had never spent a more unpleasant evening in her life, the philosopher being so anxious to display himself, and hanging over the front of the box so much, that she was obliged to hold him by the skirts of his coat to prevent him from falling over into the pit."

It's Use. "I put this breakwater wall there to make a show." "I notice it cuts a dash."

It's well enough to hope, but don't loaf on the job while doing it.

Instead of liquid antiseptics, tablets and peroxide, for toilet and medicinal use, many people prefer Paxtine, which is cheaper and better. At druggists, 25c a box or sent postpaid on receipt of price by The Paxton Toilet Co., Boston, Mass.

Filial. "I thought your father looked very handsome with his gray hairs." "Yes, dear old chap. I gave him those."—London Opinion.



"Tom is a very effeminate fellow." "Yes, he never comes into the room without my looking to see if he has feathers on his hat."

Subtle Admonition. "Why do you always ask that regular customer if the razor hurts him?" asked one barber. "Just as a gentle reminder," replied the other, "that if he forgot the tip it's liable to hurt him next time."

A great majority of summer ills are due to Malaria in suppressed form. Lassitude and headaches are but two symptoms. OXIDINE eradicates the Malaria germ and tones up the entire system.

No Kick Coming. "But the portrait doesn't resemble me!" "Then what are you kicking about?"

WHAT WILL CURE MY BACK?

Common sense will do more to cure backache than anything else. 'Twill tell you whether the kidneys are sore, swollen and aching. It will tell you in that case that there is no use trying to cure it with a plaster. If the passages are scant or too frequent, proof that there is kidney trouble is complete. Then common sense will tell you to use Doan's Kidney Pills, the best recommended special kidney remedy.

An Ohio Case
Fred W. Harris, Jefferson, Ohio, says: "For ten years I suffered from kidney trouble. I had constant backache, dropsical symptoms became manifest and I became so bad I was laid up in bed. After doctors had failed, I began taking Doan's Kidney Pills. They cured me completely."
Get Doan's at any Drug Store, 50c. a Box.
Doan's Kidney Pills

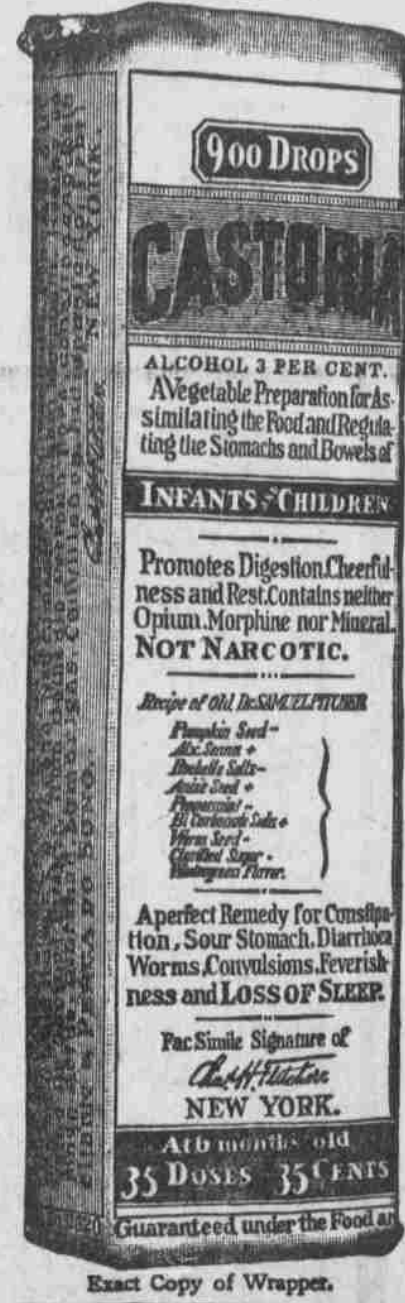
No. 666

This is a prescription prepared especially for Chills and Fever. Five or six doses will break any case of Chills and Fever, and if taken then as a tonic the Fever will not return. It acts on the liver better than Calomel and does not gripe or sicken. 25c.

IF IT'S YOUR EYES PETTIT'S EYE SALVE is what you need.
W. N. U., MEMPHIS, NO. 37-1912.

Don't Poison Baby.

FORTY YEARS AGO almost every mother thought her child must have PAREGORIC or laudanum to make it sleep. These drugs will produce sleep, and A FEW DROPS TOO MANY will produce the SLEEP FROM WHICH THERE IS NO WAKING. Many are the children who have been killed or whose health has been ruined for life by paregoric, laudanum and morphine, each of which is a narcotic product of opium. Druggists are prohibited from selling either of the narcotics named to children at all, or to anybody without labelling them "poison." The definition of "narcotic" is: "A medicine which relieves pain and produces sleep, but which in poisonous doses produces stupor, coma, convulsions and death." The taste and smell of medicines containing opium are disguised, and sold under the names of "Drops," "Cordials," "Soothing Syrups," etc. You should not permit any medicine to be given to your children without you or your physician know of what it is composed. **CASTORIA DOES NOT CONTAIN NARCOTICS**, if it bears the signature of Chas. H. Fletcher.



Letters from Prominent Physicians addressed to Chas. H. Fletcher.

Dr. J. W. Dinsdale, of Chicago, Ill., says: "I use your Castoria and advise its use in all families where there are children."

Dr. Alexander E. Mintie, of Cleveland, Ohio, says: "I have frequently prescribed your Castoria and have found it a reliable and pleasant remedy for children."

Dr. Agnes V. Swetland, of Omaha, Nebr., says: "Your Castoria is the best remedy in the world for children and the only one I use and recommend."

Dr. J. A. McClellan, of Buffalo, N. Y., says: "I have frequently prescribed your Castoria for children and always got good results. In fact I use Castoria for my own children."

Dr. J. W. Allen, of St. Louis, Mo., says: "I heartily endorse your Castoria. I have frequently prescribed it in my medical practice, and have always found it to do all that is claimed for it."

Dr. C. H. Glidden, of St. Paul, Minn., says: "My experience as a practitioner with your Castoria has been highly satisfactory, and I consider it an excellent remedy for the young."

Dr. H. D. Benner, of Philadelphia, Pa., says: "I have used your Castoria as a purgative in the cases of children for years past with the most happy effect, and fully endorse it as a safe remedy."

Dr. J. A. Boorman, of Kansas City, Mo., says: "Your Castoria is a splendid remedy for children, known the world over. I use it in my practice and have no hesitancy in recommending it for the complaints of infants and children."

Dr. J. J. Mackey, of Brooklyn, N. Y., says: "I consider your Castoria an excellent preparation for children, being composed of reliable medicines and pleasant to the taste. A good remedy for all disturbances of the digestive organs."

GENUINE CASTORIA ALWAYS
Bears the Signature of

Chas. H. Fletcher
The Kind You Have Always Bought
In Use For Over 30 Years.
THE CERTAIN COMPANY, 27 MURRAY STREET, NEW YORK CITY.

Best Books for Children.

Eugene Field, asked for the best ten books for young people under sixteen years of age, is said to have given this list: "Pilgrim's Progress," "Robinson Crusoe," "Andersen's Fairy Tales," "Grimm's Fairy Tales," "Scottish Chiefs," "Black Beauty," "The Arabian Nights," "Swiss Family Robinson," "Little Lord Fauntleroy," "Tom Brown's School Days," for boys, or for girls, "Little Women."

Nine times out of ten when a lover tells his betrothed that he's not half good enough for her he speaks only half the truth.

Cuba Market for Canada Stone. Cuba imports most of its stone from Canada.

WINTERSMITH'S CHILL TONIC
NO CURE NO PAY
FOR MALARIA GENERAL TONIC
Oldest and Best—45 Years of Cures
WHY MEN DRINK AND USE DRUGS, AND HOW TO CURE THEM
OUR NEW BOOK TELLS ALL ABOUT IT.
SENT SEALED, FREE, ADDRESS
THE KEELEY INSTITUTE, 702 PARK AVENUE, HOT SPRINGS, ARKANSAS

Death Lurks In A Weak Heart

If Yours is fluttering or weak, use "RENOVINE." Made by Van Vleet-Mansfield Drug Co., Memphis, Tenn. Price \$1.00